

New Benson & Hedges 100's Lights

Only
11mg
tar



Who could
make light of
themselves
better?

11 mg "tar," 0.9 mg nicotine av. per cigarette, by FTC method.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.



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New Benson & Hedges 100 Lights
McCall's—December 1977
Ladies Home Journal—December 1977
Postmark—December 1977
Better Homes & Gardens—December 1977
Southern Living—December 1977
Glamour—December 1977
Mademoiselle—December 1977
Pique—December 1977
Wells, Rich, Greene, Inc.